



NEWS

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“Click It or Ticket” This Holiday Weekend *CHP To Be Out In Force During Memorial Day Weekend*

(SACRAMENTO) The California Highway Patrol will have 80% of its available officers out on the road this holiday weekend. “Our mission will be a simple one, save lives,” stated CHP Commissioner Mike Brown. “The best way to accomplish that is to get people to buckle-up, not speed or drive impaired,” noted Commissioner Brown.

The 5,500 officers will be looking for those motorists not heading the commissioner’s advice. The maximum enforcement effort is part of the state’s recently launched \$3.3 million paid media campaign “Click It or Ticket.” The statewide media blitz is funded from federal grants obtained by the state Office of Traffic Safety (OTS).

Four traffic safety departments within the Business, Transportation and Housing Agency (BTH) are pooling resources in connection with “Click It or Ticket.” The CHP, along with OTS, the California Department of Transportation (Caltrans) and Department of Motor Vehicles (DMV) have combined resources to advance the “Click It or Ticket” message.

“Holiday travelers can help ensure the safety of their loved ones by making sure they are buckled up,” said BTH Secretary Sunne Wright McPeak. “With this in mind, Memorial Day weekend can be a safe celebration for everyone.”

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“California’s roadways are much safer when people are wearing seat belts because, simply, they save lives,” said Caltrans Director Will Kempton. “Our department is fully committed to advancing this message.”

OTS is funding \$6.5 million to the CHP and local police departments throughout the state to conduct seat belt enforcement; Caltrans is placing “Click It or Ticket” messaging on changeable message signs throughout the state; and, DMV is using similar messaging on LED screens in all statewide field offices.

“Parents and guardians play a critical role in getting out the message to new drivers in their families that wearing a seat belt is the easiest act they can do to save a life,” said DMV Director Joan M. Borucki.

The Memorial Day holiday reporting period begins at 6:00pm Friday and runs through midnight Monday. Last year 37 people died in crashes statewide during the comparable Memorial Day Holiday.

“Our statistics show that roughly half of the people killed in vehicle crashes each year do not have their seat belts on. Many of those deaths could have been easily avoided by taking just one second to snap on their seat belt,” stated Commissioner Brown. Currently, 90.4% of Californians wear their seat belts. Even though that’s one of the highest compliance rates in the country, Commissioner Brown notes that every 1 percent increase in seat belt use over 90.4 percent equates into an additional 305,000 vehicle occupants buckling up, which translates into lives saved.

This weekend is also an Operation CARE (Combined Accident Reduction Effort) holiday. Operation CARE is a joint program of the nation’s highway patrols that places special safety emphasis on interstate highways during holiday periods. CARE highways in California include Interstates 80, 40, 15 and 5.